

Group DNC Gida San AS in Consumer Foodservice (Turkey)

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Abstracts

Group DNC Gida is trying to increase its presence and activity within chained specialist coffee shops and pose strong competition to Starbucks. The company is planning to reach 125 stores in the next five years through sub-franchising. It plans to open 20 additional Gloria Jean's outlets by the end of 2014.

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Contents

Strategic Direction

Key Facts

Summary 1 Group DNC Gida AS: Key Facts

Summary 2 Group DNC Gida AS: Operational Indicators

Company Background

Suppliers

Competitive Positioning

Summary 3 Group DNC Gida AS: Competitive Position 2013



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